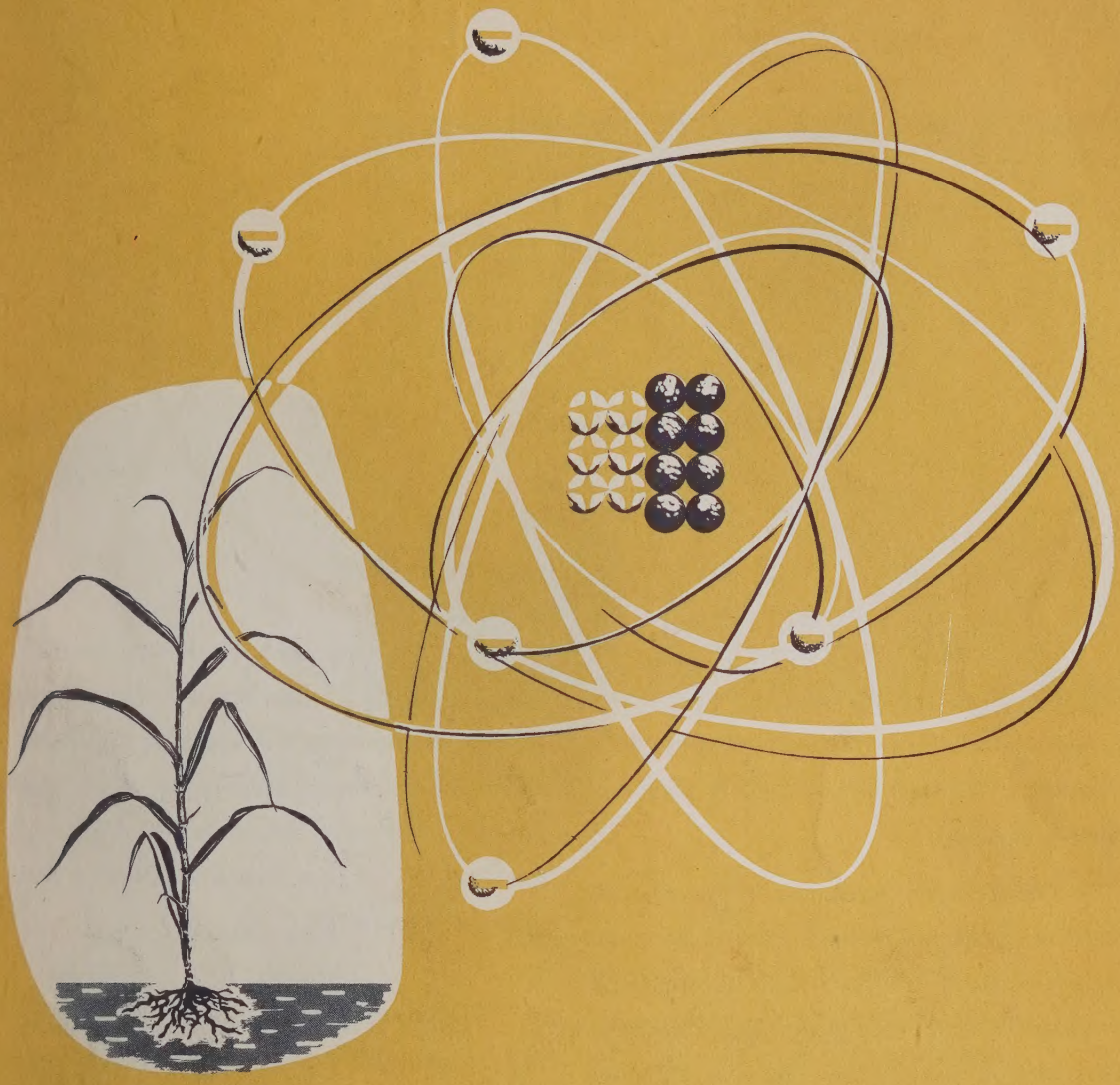
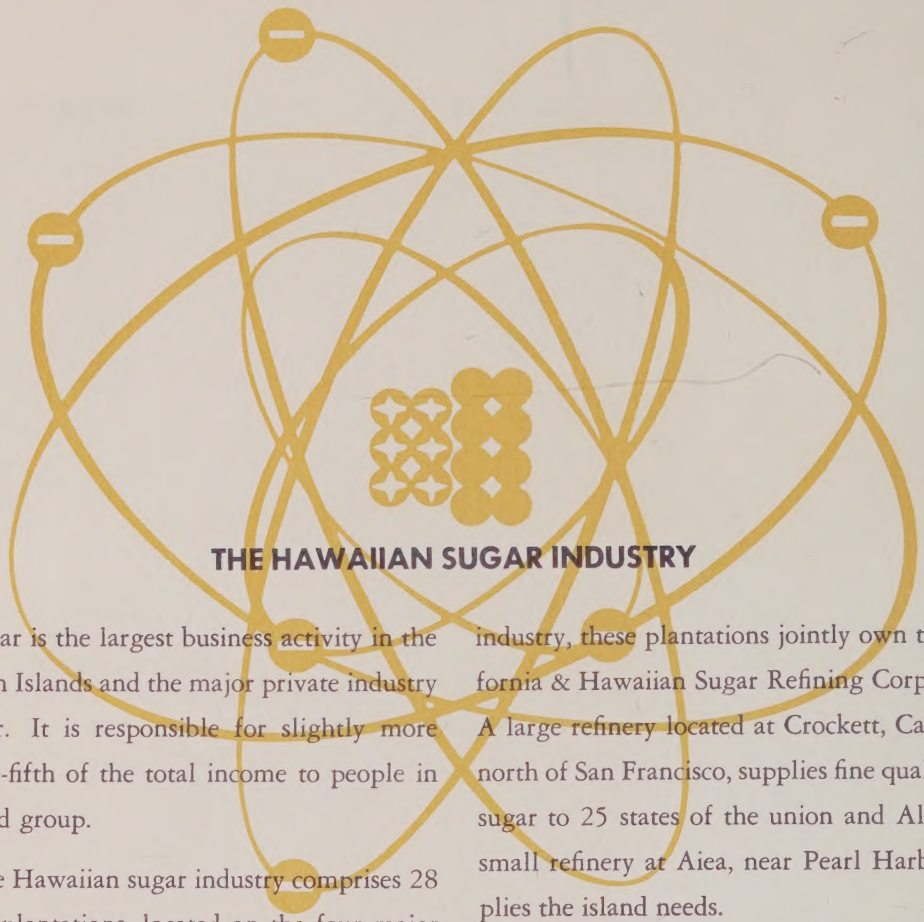


THE PRESIDENT REPORTS 1954

HAWAIIAN SUGAR PLANTERS' ASSOCIATION

Highlights of a sound and color motion picture presented as the Annual Report of the Association President.

COMMONWEALTH MYCOLOGICAL INSTITUTE
11 JAN 1955



THE HAWAIIAN SUGAR INDUSTRY

Sugar is the largest business activity in the Hawaiian Islands and the major private industry employer. It is responsible for slightly more than one-fifth of the total income to people in the island group.

The Hawaiian sugar industry comprises 28 separate plantations, located on the four major islands of the Territory. All are corporate organizations, except one partnership. Stocks of most plantations are on the Honolulu exchange and are widely held.

These 28 plantations produce about one-fourth of all sugar grown under the U. S. flag. Approximately one of every eight teaspoons of sugar used by Americans comes from the green cane fields of Hawaii.

As the refining and marketing unit of the industry, these plantations jointly own the California & Hawaiian Sugar Refining Corporation. A large refinery located at Crockett, California, north of San Francisco, supplies fine quality cane sugar to 25 states of the union and Alaska. A small refinery at Aiea, near Pearl Harbor, supplies the island needs.

The Hawaiian Sugar Planters' Association is the non-profit organization maintained by the plantations for research and development. It supports one of the foremost privately-financed agricultural research organizations in the world with an annual budget of over $1,750,000. The institution has long contributed in the development of agriculture in general for Hawaii and cooperates with other research bodies throughout the world.

THE COVER design by Raymond E. Lanterman, Honolulu artist, is a diagramatic portrayal of carbon 14. The HSPA Experiment Station was the second research group in the world to use radio active carbon for agricultural investigative studies. First, was the U. S. Department of Agriculture. This work started in 1946. Today over 12 radio active elements are in use by HSPA scientists. The annual report film depicts seven different applications of this new research tool.

THE PRESIDENT REPORTS

Mr. R. G. Bell, President of the Hawaiian Sugar Planters' Association in 1954, presents his annual report in a sound and color motion picture.* A few highlights of the film are contained in this brochure.

TO OUR MEMBERS AND THE COMMUNITY:

Next month we begin the 120th year of the Hawaiian sugar industry. Obstacles that faced the three young New Englanders from Maine and Boston who established the first mill at Koloa, on the island of Kauai, would dwarf many of our present problems.

The story goes that coins were scarce in those days, so Koloa printed their own money — redeemable at the store. The manager, in one of his reports, complained bitterly that he was excessively annoyed for want of money and had to knock off laying brick to make some. You see, money has long been a problem in the sugar business.

Koloa produced 12 tons of sugar cane per acre. After nearly a century and a quarter of constant cultivation, yields are now 10 times greater.

The introduction of the sugar centrifugal into Hawaii and its successful operation in October of 1851 gave great impetus to the industry. The centrifugal reduced from weeks to minutes the time required to separate sugar crystals from molasses. At the same time, the quality of the sugar was much improved. David M. Weston, who came from the Mainland to set up a sugar mill at Lihue,

*This film is available for your showing. Address the Hawaiian Sugar Planters' Association, Honolulu 4, T. H., or the association's office, 731 Investment Bldg., Washington 5, D. C., or California & Hawaiian Sugar Refining Corporation, 215 Market Street, San Francisco, 5, California.

Measuring moisture in soil

Studying plant growth

Measuring distribution of irrigation water

Seven uses of
tural research

Kauai, installed Hawaii's first sugar centrifugal on the island of Maui.

Hawaii has played an interesting part in the progress and growth of the sugar business, and through the years, sugar has continued to be our largest island industry. Last year our production reached an all-time high — almost 1,100,000 tons. The drought of 1953, combined with unusually wet weather this year, has reduced the current crop slightly and slowed production, but we will finish 1954 with well over a million tons.

If there is one factor to which Hawaii can attribute the continued growth of the industry, it must be the spirit of cooperation. We have our differences just like everyone else — but we try to work together in solving mutual problems.

The year before Mr. Weston introduced the sugar centrifugal, 127 individuals, including sugar cane planters, formed an agricultural society. An aftergrowth is the Hawaiian Sugar Planters' Association, for which I have the honor of serving as president this year.

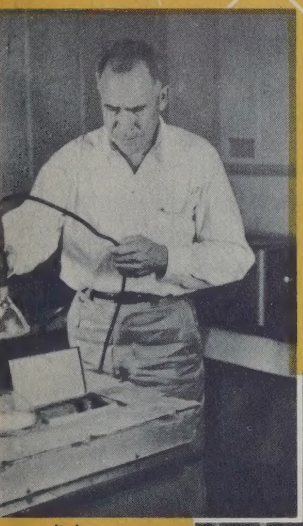
Today, the Hawaiian sugar industry is composed of 28 plantations located on the four major islands of Kauai, Oahu, Maui and Hawaii. HSPA is the non-profit organization serving these plantations. The association has also made valuable contributions to general agriculture. Our major work — and over $1,750,000 in money annually — is devoted to scientific research.

I feel this has been a year of progress in which sugar has contributed toward a better life for everybody in Hawaii. However, prospects are that this will not be a very profitable year for the plantation companies.

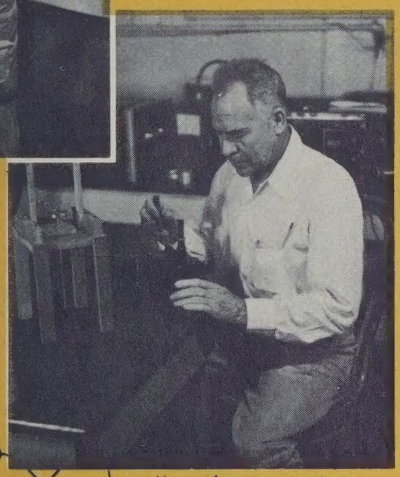
The average raw sugar price in the year 1954 will probably be $4 a ton less than last year. The difference this makes to the average consumer is less than 1 cent a week. To the plantation producer, who grows and markets thousands of tons of sugar a year, it may mean the difference between a reasonable profit and a serious loss.

Greatly increased beet sugar production in the natural marketing area for our C & H sugar — which is the 11 Western states — necessitated selling larger amounts of sugar in raw form, rather than as refined, and having to send more refined sugar into Midwestern states, where it meets competition from Gulf Coast refiners and others.

o-active materials by HSPA scientists, in agricul-
shown in "The President Reports" motion picture.



g sunlight energy



Measuring temperature

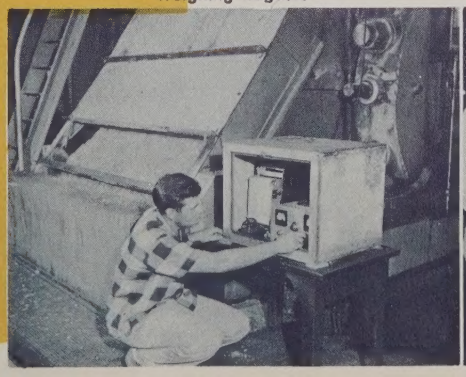
Preliminary estimates indicate these extra costs will materially decrease the net amounts that plantations will receive from their sugar. Our costs continue to increase. Cash wages for employes, averaging some $10.55 per day this year, are increased by the institution of new pension plans and other fringe benefit costs.

We have few greater satisfactions than watching the rapid growth of home ownership and increasing standard of living of our plantation employes. In contrast to most agricultural areas over the world, our sugar plantations provide employment practically year - round. Stable employment, at the highest annual agricultural wages in the world, provides permanency seldom found in other areas. As a result, home ownership has grown rapidly. Complete new towns have developed on some of our larger plantations.

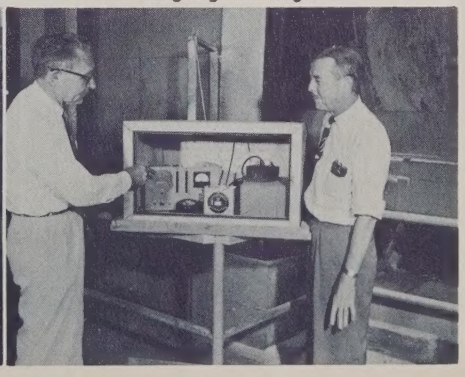
We are very proud of the standard of living our employes enjoy. However, increasing costs, with reduced income, pose as much of a real financial problem for a company as your personal budget.

One hundred and twenty years ago the young men who started the Hawaiian sugar industry had greater problems. Somehow, I think we will find answers to surmount our present obstacles.

Weighing bagasse



Weighing raw sugar



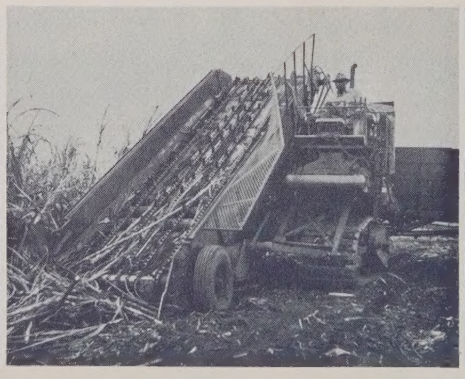
It is probable that sugar legislation will be considered by the Congress in 1955. The present Sugar Act legislation expires on December 31, 1956. Revisions of quotas will probably be discussed because beet sugar and mainland cane areas have, in recent years, exceeded their respective quotas and are now under restriction of marketings and acreages.

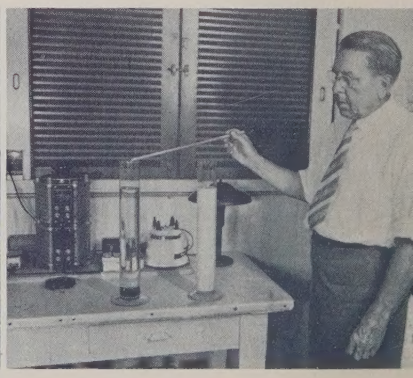
Every area, foreign and domestic, would like to have a greater share in the United States market. Hawaii does not ask for a greater quota at this time, but we do expect to share with our fellow domestic producers in any portion of the increased consumption of the U. S., which may be allocated to the domestic industry in future legislation.

As we enter another year, I place my duties as association president in new hands. I hope the year will be one of peace, growth and continued cooperation.

My best Aloha.

President





THE H·S·P·A

HAWAIIAN SUGAR PLANTERS' ASSOCIATION

YEAR 1954

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Vice President. . . . . Ernest W. Greene
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Secretary . . . . . S. L. Platt
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